

DENOTATION AND CONNOTATION IN INDONESIAN CIGARETTE ADVERTISEMENTS: A SEMIOTIC ANALYSIS

A THESIS

**Presented in a Partial Fulfillment of the Requirements for Completing
the Sarjana Degree in Department of English Literature**



By

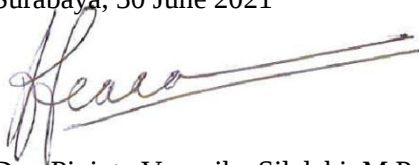
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2021**

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Surabaya, 30 June 2021

A handwritten signature in blue ink, appearing to read 'Hearo', with a long horizontal stroke extending to the right.

Dra. Pininta Veronika Silalahi, M.Pd

APPROVAL SHEET II

This is to certify that the Sarjana Thesis of KHALID entitled “DENOTATION AND CONNOTATION IN INDONESIAN CIGARETTE ADVERTISEMENTS: A SEMIOTIC ANALYSIS” has been examined and approved by the thesis Examining Committee as the requirement for Sarjana Degree in English Literature.

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Surabaya, 12 July 2021

Khalid

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ABSTRACT

This paper aims to determine the description of the denotation and connotation sign contained in Indonesian cigarette advertisements. In completing this research, the writer uses 5 cigarette advertisements, namely: Marlboro, L.A Bold, Esse, Dunhill, and Xplore cigarettes as materials used to determine the meaning of denotation and connotation signs using Roland Barthes (1964) theory. This study uses a qualitative approach to describe the semiotic phenomena of signs of denotation and connotation in Indonesian cigarette advertisements, including the depiction of signified and signifiers in cigarette advertisements based on denotative and connotative meanings. From the analysis, the writer conducted verbal and non-verbal analysis of words, pictures, and utterances of each cigarette advertisement. By using connotative meanings, advertisers and copywriters attempt to build an image for the consumer's perspective that each cigarette advertisement has their own characteristics in marketing their advertisements. Finally, the writer concluded that both verbal and non-verbal signs in the advertisements have hidden meanings or connotative meanings. Each cigarette advertisement more likely uses denotation and connotation meaning in words, pictures, and utterances with verbal and non-verbal signs.

Keywords: *sign, denotation, connotation, semiotic, cigarette advertisement*